

A PROCLAMATION OF THE MAYOR OF THE CITY OF  
NORMAN, OKLAHOMA, PROCLAIMING SATURDAY,  
NOVEMBER 30, 2024, AS SMALL BUSINESS SATURDAY  
IN THE CITY OF NORMAN.

- § 1. WHEREAS, the City of Norman, Oklahoma, celebrates our local small businesses and the contributions they make to our local economy and community; and
- § 2. WHEREAS, according to the United States Small Business Administration, there are 34.7 million small businesses in the United States, small businesses represent 99.7% of firms with paid employees, small businesses are responsible for 61.1% of net new jobs created since 1995, and small businesses employ 45.9% of the employees in the private sector in the United States; and
- § 3. WHEREAS, 68 cents of every dollar spent at a small business in the U.S. stays in the local community and every dollar spent at small businesses creates an additional 48 cents in local business activity as a result of employees and local businesses purchasing local goods and services; and
- § 4. WHEREAS, 59% of U.S. consumers aware of Small Business Saturday shopped or ate at a small, independently owned retailer or restaurant on Small Business Saturday 2023; and
- § 5. WHEREAS, Norman, Oklahoma, supports our local businesses that create jobs, boost our local economy, and preserve our communities; and
- § 6. WHEREAS, advocacy groups, as well as public and private organizations, across the country have endorsed the Saturday after Thanksgiving as Small Business Saturday.

NOW, THEREFORE, I, LARRY HEIKKILA, MAYOR OF THE CITY OF NORMAN, OKLAHOMA:

- § 7. Do hereby proclaim Saturday, November 30, 2024, as Small Business Saturday in the City of Norman, Oklahoma, and urge the residents of our community, and communities across the country, to support small businesses and merchants on Small Business Saturday and help us celebrate its 15<sup>th</sup> year and continue to encourage our residents to Shop Small throughout the year.

PASSED AND APPROVED this 26<sup>th</sup> day of November, 2024.

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Mayor

ATTEST:

\_\_\_\_\_  
City Clerk

